

Ayoub JAA

Freelance Senior UX & Product Designer | 7+ years of experience

Based in Le Blanc-Mesnil – FR (93) – Full Remote available

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Availability: 1 month notice | www.ayoubj.com



PROFESSIONAL SUMMARY

I combine a rare expertise in UX design and HR/IT systems, supported by a Master's degree in Human-Computer Interaction (Paris-Saclay). I design tools that reduce workload, improve efficiency, and simplify complex processes for teams. My work has already reduced IT incidents by 97% and achieved a 92% satisfaction rate. I thrive in cross-functional environments and adopt a product-oriented mindset. Languages: Native French & Arabic, Fluent English.

TECHNICAL SKILLS

UX & Product Design

UX Strategy | Wireframes | Prototyping | Design Systems | Responsive / Mobile First
Accessibility (WCAG) | A/B Testing | Systems Mapping | User Flows | Problem Framing

User Research & Testing

Interviews | Personas | User Journeys | Usability Testing
Heuristic Evaluation | Field Research | Continuous Feedback Loops

Tools & Platforms

Figma | Axure | Balsamiq | Adobe CC | Miro | Matomo | Hotjar
Power BI | Power Automate | Notion | Confluence | Jira | HTML/CSS/JS

Cross-functional Collaboration

Team management (3 people) | Documentation | Stakeholder alignment
HR–IT–Product collaboration | Remote & asynchronous work | Operational feedback integration

Business Expertise

HRIS (CEGID/Talentsoft, STS, Oracle) | IAM/LDAP/Active Directory | Digital Banking | Education / EdTech
NGOs & Humanitarian Logistics | Enterprise HR & IT tools

SOFT SKILLS

Problem-Solving & Strategic Thinking

Complex problem resolution | Strategic vision | Analytical mindset | Product sense

Communication & Collaboration

Clear communication | Cross-team collaboration | Active listening | Remote collaboration

Leadership & Adaptability

Team management & mentoring | Commitment & mission-driven | Adaptability & agility | Autonomy & initiative

LANGUES

French: Native | Arabic: Native | English: Professional

EDUCATION

Master's Degree – Human-Computer Interaction (Taught in English) | Paris-Saclay / EIT Digital – France | 2018

License Degree – Computer Science, HCI major | Paris-Saclay – France | 2016

Diploma Higher Education – Computer Science, HCI major | IUT Orsay – France | 2015

CERTIFICATION

ITIL v4 Foundation | Orsys – France | 2019 (Renewed 2023)

PROFESSIONAL EXPERIENCE

GEODIS – Levallois-Perret / Remote | Oct 2018 – Present

UX & Product Design for HR & IT Systems (Oct 2018 – Present)

Initially hired as an IAM/HR IT Analyst, I transitioned to UX after identifying critical usability gaps in internal tools. My cross-functional agility and problem-solving mindset enabled the launch of high-impact products, transforming internal processes.

- Designed a self-service Active Directory interface for HR, Managers, and IT Support, reducing IT tickets by 97% (ServiceNow, 2022–2024).
- Automated the license lifecycle, **generating 15–20% savings** on Office 365.
- Built real-time dashboards to detect anomalies, **improving data quality by 40%**.
- Increased user satisfaction **from 85% to 92%** through iterative UX (internal survey, 2024).
- Co-designed secure, compliant workflows with IT, IAM, and HR teams.
- Authored and maintained documentation.

Technologies/Methods : Dev follow-up & UAT testing, Production validation | UX/UI: Discovery, Interviews, Workshops, UX Research, Personas, Brainstorming, Design System (maintenance), Low/High-fidelity wireframes, A/B Testing & tracking | Axure XD, Figma, Balsamiq, Adobe Creative, Matomo, Jira

ITRH Run Operations Team Leader (Oct 2022 – Present)

Promoted to lead the ITRH Run team while continuing my UX Designer role, providing strategic vision grounded in operational reality.

- Managed and mentored **a team of 3 analysts** (support, integration, operations).
- **Oversaw HR–IT incidents** and ticket prioritization via ServiceNow.
- Drove continuous improvement through feedback loops and root cause analysis.
- Acted as subject-matter expert on HR data systems and inter-application workflows.
- **Achieved 94% satisfaction** for ITRH Run services in 2024.
- Team **has exceeded company targets every year** since 2022.

Technologies/Methods : Jira, Confluence, ITIL v4, Agile, MS Excel, Power BI, Power Automate (workflow automation), ServiceNow | HR data monitoring, Team leadership

Boursorama Bank – Boulogne-Billancourt, France | Feb 2018 – Aug 2018

UX/UI Designer Intern

Contributed to the redesign of the mobile banking app (migration from webview to native): app rating rose from 2.8 to 4.5 (now 4.8), serving 2M+ clients and 500K daily users.

- Designed new features: **+60% adoption rate, +15% conversion**.
- Participated in the native redesign of the mobile application.
- Conducted full UX/UI audit of the website and provided recommendations.
- Web integration (HTML, CSS, JS).
- Redesigned landing pages (desktop & mobile).
- **Autonomy and UX insight praised despite junior status.**

Technologies/Methods : Web languages: HTML, CSS, JS | Dev follow-up & UAT testing, Production validation | UX/UI: Discovery, Interviews, Workshops, UX Research, Personas, Brainstorming, Design System (maintenance & evolution), Low/High-fidelity wireframes, Responsive Design | Axure, Balsamiq, Adobe Creative

Engie Home Services – Saint-Denis, France | Apr 2015 – Jul 2015

UX/UI Designer Intern, Web Integrator

My first UX Designer role, where I discovered the craft and worked in a demanding environment.

- Designed and developed an intranet for the IT Department.
- **Proposal validated by IT management** after prototype presentation.
- Conducted user needs analysis across multiple departments (Marketing, Finance, IT).
- Defined personas and user journeys.
- Created wireframes and interactive mockups (storyboard, mockups).
- **Autonomy praised despite junior status.**

Technologies/Methods : CMS: Drupal | Web: HTML, CSS, PHP | LDAP authentication | UX/UI: Discovery, UX Research, Personas, Brainstorming, Low/High-fidelity wireframes | Axure, Balsamiq, Adobe Creative

OTHER EXPERIENCE

Institut Malik Ibn Anas – Remote | Apr 2022 – Present

Volunteer Product Designer

When I believe in a cause, I fully commit. From language learning to humanitarian logistics, I apply the same product rigor.

Parents–Teachers Communication Mobile App (Android & iOS)

- Conducted user research, defined personas and journey maps.
- Designed key features: absences, homework, secure feedback.
- Built responsive prototypes adapted to mobile constraints.
- Achieved **80% weekly** usage after launch (Mar 2025), **average satisfaction: 4.6/5**.
- Integrated user feedback into roadmap (shared agenda, grading tool).

Donations Management Platform (Web + App)

Designed a digital system to manage cattle donation logistics in Central Africa.

- UX architecture of the journey: donation entry, livestock traceability, delivery coordination.
- Lightweight back-office optimized for low-bandwidth conditions.
- Reduced administrative workload for field agents.

Project validated and ready; field deployment postponed to 2026 for external reasons.